



## News Release

For immediate release

[www.affinityhealth.org](http://www.affinityhealth.org)

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### **Affinity Health System names Red Shoes PR, Inc. as agency of record**

MENASHA, Wis. – Affinity Health System, a regional integrated health care delivery system in the Fox Valley and the area’s third largest employer, has named Red Shoes PR, Inc., its public relations agency of record.

Vince Gallucci, senior vice president of corporate services for Affinity Health System, said Red Shoes PR was chosen for its extensive media relations capabilities, communications planning and social media skills.

“We began our search for a new partnership this summer and Red Shoes PR was the most strategic option for us,” Gallucci said. “Lisa Cruz and her team bring a great blend of health care expertise and energy to our organization. It was also important to us to work with a PR team that is local and understands our community well.”

Beginning Oct. 22, 2008, Red Shoes PR will act as the primary media contact and will be involved in Affinity Health System’s day-to-day public relations activities. Cruz can be contacted at (920) 720-1752 or [lcruz@affinityhealth.org](mailto:lcruz@affinityhealth.org).

Red Shoes PR, Inc., the Fox Valley’s only public relations agency, provides traditional public relations services and specializes in the emergent field of social media for clients throughout Wisconsin and the Midwest.

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**For the editor:** Affinity Health System, a Catholic mission-oriented regional health care network, is a partnership of Ministry Health Care and Wheaton Franciscan Healthcare. Affinity Health System is the Fox Valley’s third largest employer, according to the Fox Cities Chamber of Commerce & Industry, and is ranked 24 among the top 100 integrated health care networks nationwide (Verispan 2008). Both St. Elizabeth Hospital in Appleton and Mercy Medical Center in Oshkosh rank among the top 1 percent among hospitals nationwide in terms of quality and efficiency, as determined by the 2007 Premier | CareScience Select practice National Quality Award. Network Health Plan has achieved Excellent accreditation status from the National Committee for Quality Assurance (NCQA), the highest possible level. It is ranked 37<sup>th</sup> among the 250 rated health plans in

the nation in terms of customer satisfaction and clinical performance, according to *the U.S. News and World Report*/NCQA Best Health Plans in America listing. Members of Affinity include Mercy Medical Center and Mercy Health Foundation, Oshkosh; St. Elizabeth Hospital and the St. Elizabeth Hospital Community Foundation, Appleton; Affinity Medical Group, a regional network of 23 family practice and specialty clinics in 13 communities; Calumet Medical Center, Chilton; Network Health Plan, Menasha; and Affinity Occupational Health.